

The future of management – creativity

28 – 29 November 2005, Museum of Contemporary Art, Sydney
30 November – 1 December 2005, The Arts Centre, Melbourne

Presented by:

The Creative Leadership Lab and Deloitte in association with the Leadership Learning Lab, the Banff Centre, Canada and the InnovationXchange Network

A unique international information exchange

“The one thing I have learnt is that people inherently hate change! But they say that if you don’t change you die . . . well you are a long time dead! The only thing I know is that when we are confronted by change in every day life, business or personal, we improvise . . . and in every civilization ancient or modern, creativity is what has driven improvisation . . .”

Mary Catherine Bateson, Cultural Anthropologist; Visiting Professor, Harvard Graduate School of Education and Professor in Anthropology and English, George Mason University.

“You need to let the artists explore and create the next big thing, which they will do reliably if you permit it . . .”

Dr Eric Schmidt, Chairman and CEO, Google.

Who should attend?

- C - Level Executives
- Directors.

Limited seats available – to register:

Tel: +61 (0) 2 9969 6167 Fax: +61 (0) 2 9960 3868

Day One

A dialogue in 'The fine art of management'

8.30am The Creative Leadership Lab

The introduction of a unique new Australian initiative – the establishment of Australia's first international creative leadership laboratory created to design, nurture and produce creative skills development programmes for industry, government and communities.

Ralph Kerle, CEO The Creative Leadership Lab

9.00am 'The art of leadership and creativity'

A dialogue on how leadership needs to be coupled with creative skills to enable the transformation of information workers into conceptualists capable of managing and driving output in ecologies of complexity, chaos and constant change.

Giam Swiegers, CEO Deloitte

*Sydney only

9.30am International presentation 'The art of developing leaders'

A case study including the exploration of workshop methodologies used by the Banff Centre, Canada, that enabled it to establish the world's leading creative skills development programme for senior management based on arts-based processes and practice.

Colin Funk, Director Leadership Lab, the Banff Centre, Canada.

1.00pm 'Slowing food down'

So many people are completely unconscious about where their food comes from. It's about the preservation of taste and honouring the cycles of the Earth. This special lunch will look at food and our consumption of it from a creative perspective.

2.00pm International presenter 'How the BBC became the most creative organisation in the world'

An in-depth exploration and examination of one of the world's largest corporate change programmes implemented with the goal of making the BBC the world's most creative organisation. Led by the leading internal implementer of the programme.

Caroline van den Brul Director Creative Networks, BBC

3.00pm The value of creativity

Can creativity be quantified, analysed and have the hard edge numbers placed on it for shareholders or stakeholders?

Kerry Barwise, Director, the Centre for International Economics (www.thecie.com.au): former Treasury official and specialist in economics and creativity

3.30pm 'Playtime – technology and its nemesis, creativity, come together for fun!'

An experience and exploration of the future of organisations and how the training of their senior management will affect the way they operate – when creativity training will provide both tacit and explicit knowledge as the basis of creative skills development, e.g. karaoke with the assistance of a singing teacher and a PlayStation session with assistance of a choreographer.

Led by Peter Williams, CEO Eclipse Group with Ralph Kerle, CEO Creative Leadership Lab and Tess de Quincey, international choreographer

5.00pm

Join us for drinks.

“... access to creative people is to modern business what access to coal and iron was for steelmakers ...”

Richard Florida, the Hirst Professor in the School of Public Policy at George Mason University, author of *The Rise of the Creative Class* and *The Flight of the Creative Class* ...

Day Two

Processes for 'The fine art of management'

'Making it happen!'

A full day experiential workshop led by Caroline van den Brul, Director Creative Networks, BBC with Ralph Kerle, CEO, The Creative Leadership Lab and David McCubbin, Managing Director coup.

Using the BBC, an acknowledged and current Harvard Business School case study in organisational change programmes, as a real life example, this full day experiential workshop will explore a range of creative methodologies, processes and tools that provide the theoretical underpinning and practical application processes used by the BBC in the implementation of their 'Making it happen' creativity change programme.

Some of the methods explored will include:

- appreciative inquiry, a creative methodology built on the four principles of discover, dream, design and destiny
- arts-based processes as a way of providing order for complexity and chaos in systems
- the creative problem solving methodology
- the SRI Principles of Innovation
- visual explorer as a creative methodology for generating new strategic visions.

The exploration of the methodologies will include building a generic and recognisable business scenario around these methodologies that could be defined as a 'moment of truth'; a moment in which, for example, employee empowerment, management leadership or customer satisfaction was at stake. We will highlight the shortcomings of conventional, blinkered, or exclusively left-brain thinking. Then, by contrasting that with a vision of what is possible with more inclusive, wholistic or creative thinking, we will show delegates what this scenario looks like and invite delegates to emulate the approach and see where it takes them.

The workshop will encourage delegate improvisation, interaction, participation and dialogue at all stages.

All delegates will receive a bibliography in relation to each process and handouts on the methodologies and their applications.

Special feature

In defense of creativity

A luncheon dialogue with General Peter John Cosgrove former Chief of the Australian Defence Force and, perhaps, Australia's most famous soldier.

*Melbourne only



BIOS

Kerry Barwise

Director Sydney Office, the Centre for International Economics (CIE)

Kerry has some 19 years experience in providing economic policy advice to government and business. Prior to joining the CIE he worked with the Allen Consulting Group and the Australian Government's Department of Treasury. The main themes of Kerry's contributions include the following:

- economic evaluation ranging over cost benefit studies to studies using sophisticated CGE models to assess economy wide impacts. This includes the assessment of major projects, policy change and programs in areas including taxation, trade, industry development and social policy
- technological change especially regarding the Internet, e-commerce, development of broadband, telecommunications, broadcasting, digital content, intellectual property, and development and contribution of the ICT and related activities to economic growth, employment and prosperity
- international economic analysis and policy advice with experience in Asia, the Pacific and the Caribbean.

Kerry holds a Masters in Public Policy from the Public Policy Program at the Australian National University. His undergraduate degree was in Administration from Griffith University in Brisbane.

When he is not working Kerry enjoys attempting to sail, convincing crew and passengers that sailing is fun and messing about fixing a very elderly sailboat.

Colin Funk

Director, Leadership Development Programs,
The Banff Centre, Canada

Colin joined Leadership Development as adjunct Faculty in 1994 and is known internationally for his ability to artfully assist individuals, teams and organisations in enhancing their capacity for creativity and innovation. He is the founder and Artistic Director of Precipice Theatre based in Banff, Alberta and has spent the last 20 years working as an actor, director and theatre producer throughout western Canada. Since 1989, Colin has worked internationally leading the creation of unique leadership development initiatives recognised as world's best practice that bring the arts, ecology and business together through the medium of theatre. In recognition of his outstanding achievements in this area, Colin has recently been appointed as Director of the Leadership Development Programs at the Banff Centre.

Ralph Kerle

CEO, The Creative Leadership Lab, Brisbane

Prior to founding the Creative Leadership Lab, Ralph was CEO Creative Director of Eventures Australia Pty Ltd (experience design and production) whose clients include such Fortune 500 companies as Caltex, Carlton and United Breweries, Dairy Farmers, Foxtel, General Motors, Hewlett Packard, Kraft Foods, Nestle, Rolls Royce, Toyota, Telstra, Walt Disney, and Yellow Pages. His creative event design and production work for the Royal Melbourne Show won a Gold Medal in the US Fairs and Exposition for Best Overall Programme for Fair Going Public for 500,000 to 1 million attendees. He is a former Associate Director of the Sydney Theatre Company and is a Board Member of the US Creative Education Foundation and a Fellow of the US-based think tank, the Center for Cultural Studies and Analysis. He is an accredited Innovation Coach at the Banff Centre Leadership Lab Faculty. He is a drama graduate of the Victorian College of the Arts and is currently completing his Doctorate in Creative Industries at the Queensland University of Technology.

David McCubbin

Managing Director, coup

Since graduating from NIDA in 1988, David has worked with distinction as an actor, writer, director and producer. He won a TV Logie award in 1990 for the mini-series Jackaroo, and has been instrumental in several ground-breaking theatrical endeavours.

David's business experience includes being General Manager of an international media liaison company, a mediator, sales executive, account manager, business development director, project manager, copywriter, teacher, creative director and corporate trainer.

David has pioneered several innovative frameworks for understanding business relationships and communication. His work, and the work of coup, unlocks the insights of theatrical tradition and performance. He brings clarity to dynamics of power in relationship, culture, creativity and influence. The work is delivered through corporate drama, training and coaching.

He is an inspirational and engaging presenter with solid business logic, creative, technical and organisational skill and a passion for excellent communication.

Giam Swiegers

CEO, Deloitte Touche Tohmatsu

Giam is an auditor by profession and has worked for Deloitte in six cities across three continents. He was the Managing Partner of Deloitte's Pretoria (South Africa) practice, before emigrating to Australia to be appointed as the Managing Partner of Deloitte Brisbane. In 2000 Giam moved to Sydney after his appointment as Chief Operating Officer of Deloitte Australia. He then spent 18 months as Managing Partner for Deloitte's Corporate Finance, Corporate Recovery, Forensic, Management Solutions and Re:sources practices. He was elected CEO in early 2003 and took over the position in June.

Giam is married and has three teenage sons. His interests include rugby union, red wine, golf and fly fishing.

Caroline van den Brul

Director, Creative Networks, BBC, United Kingdom

Caroline is a highly respected Television Executive Producer/Director with over 25 years service with the BBC. Her credits include Supernatural Science (13 series), Meet the Ancestors (five series), What The Romans Did For Us, Blood of the Vikings, Antenna and two Bafta Nominations for her work on What The Romans Did For Us and Hospital Watch. When Greg Dyke, Director General of the BBC, asked her to join the 'Making it happen' Corporate Change team as a Creativity Leader, she jumped at the opportunity. In that role, she led the implementation of creativity initiatives (including formal and informal training) across the corporation including training 400 creativity facilitators from within the organisation, helping individual departments run their own brainstorming with over 6000 people involved and planning and guiding the top management of the BBC through intensive creativity training with internationally recognized programmes such as the Stanford Research Institute value creation programme.

Peter Williams

CEO, Eclipse and Deloitte Partner

Peter is the CEO of Eclipse, Australia's largest web development company and Chairperson of the Deloitte Innovation Council.

He is one of the pioneers of web-based technology in Australia and is a leading commentator on technology issues. He has assisted numerous organisations launch successful web and wireless projects including the development of the Australian Innovation Festival's dynamic and interactive website.

Peter has three times been voted by staff and peers as Deloitte's most inspirational Partner. He is a board member of Circus Oz and sits on the advisory board of the Swinburne University Centre for Business Innovation.

The future of management – creativity

Registration: book now to reserve your place

TAX INVOICE

No. of delegates	Registration details	Price	Total price
	A Dialogue in 'The fine art of management'	\$1250	
	Processes for 'The fine art of management'	\$1250	
	Total (incl GST)		
	Grand total		

Delegate one:

Mr/Ms/Mrs/Dr: _____

Position: _____ Company: _____

Address: _____

State: _____ Postcode: _____

Tel: () _____ Fax: () _____

e-mail: _____

Please indicate the session you would like to attend:

A Dialogue in 'The fine art of management'

Processes for 'The fine art of management'

Delegate two:

Mr/Ms/Mrs/Dr: _____

Position: _____ Tel: () _____

Fax: () _____ e-mail: _____

Please indicate the session you would like to attend:

A dialogue in 'The fine art of management'

Processes for 'The fine art of management'

Delegate three:

Mr/Ms/Mrs/Dr: _____

Position: _____ Tel: () _____

Fax: () _____ e-mail: _____

Please indicate the session you would like to attend:

A Dialogue in 'The fine art of management'

Processes for 'The fine art of management'

Four easy ways to register

Fax: +61 (0) 2 9960 3868

Mail: Pipe Communications Pty Ltd

PO Box 878, Spit Junction, NSW 2088

e-mail: register@pipecommunications.com.au

Tel: +61 (0) 2 9969 6167

Method of payment

(please note that payment is required prior to the event)

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